

# Visions in Leisure and Business

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Volume 10 | Number 2

Article 1

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1991

## Front Matter

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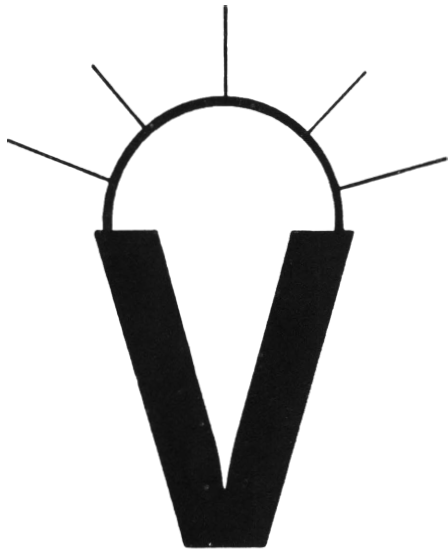
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### Recommended Citation

Visions Editors (1991) "Front Matter," *Visions in Leisure and Business*: Vol. 10 : No. 2 , Article 1.  
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# **Visions in Leisure and Business**



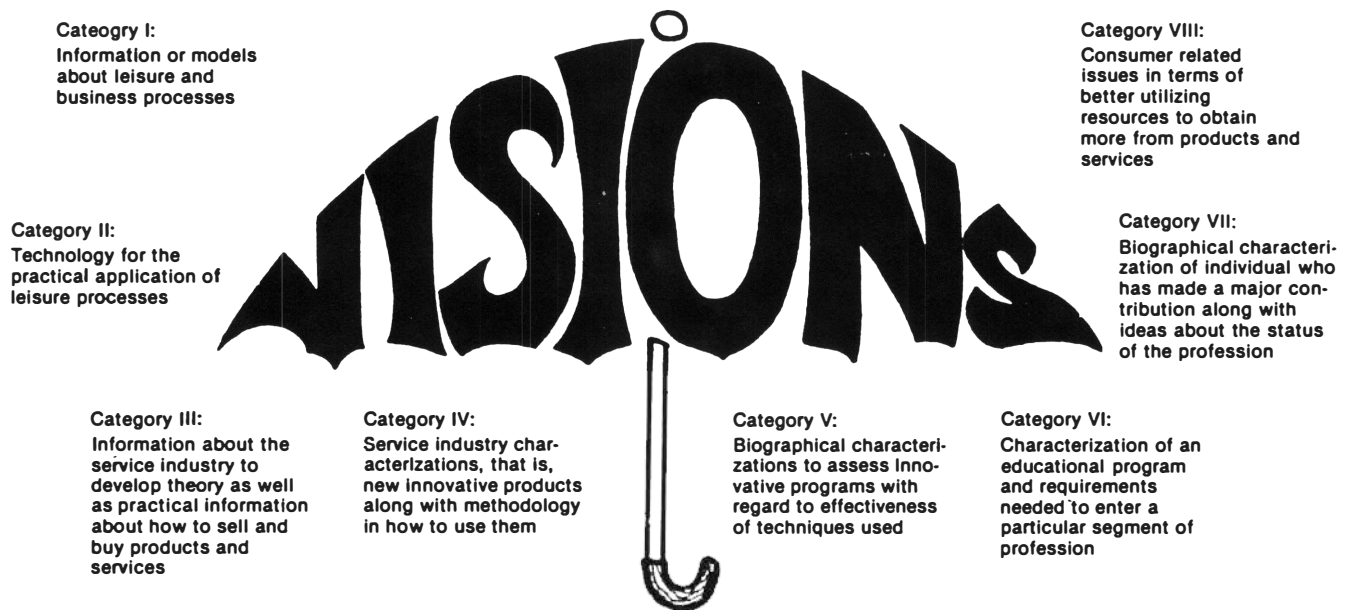
**An International Journal of Personal Services,  
Programming, and Administration**

## **Visions in Leisure and Business**

There is a growing demand for information about leisure and business processes that apply to personal services, programming, and administration. Leisure is those services and activities engaged in during time that is free from duty or obligation. It is a vehicle that helps the individual change his life, thereby, making a more positive contribution to his organization and society.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary umbrella that seeks to improve delivery systems. Business processes in the leisure service industry are different because they are based upon freedom of decision as well as supply and demand. The purpose of the journal is isolation and integration of those business processes that relate to the leisure service industry. Leisure and its associated services have a unique impact upon the business institution, especially in its ability to act as a catalyst to improve the individual and his/her environment. This journal will help to improve and broaden current theory and applied methods through stimulation of ideas among traditional and nontraditional aspects of the leisure and business institution.

VISIONS IN LEISURE AND BUSINESS will not compete with existing journals, but act as a complement to fill the void between the application of leisure sciences and business processes. The first step is the exchange of ideas to give direction to the development of a comprehensive framework for the better application of information. There have been eight conceptual categories identified where professionals need information:



The success of the journal depends directly upon interaction among professionals and their contributions.

There is an unprecedented demand for leisure and only through better management and the application of business processes will the current demand be met by an expanding industry. The application of sound leisure and business principles is one way to control future development of the leisure institution so that it will have a major positive impact on society.

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VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204

Vol. 10 No. 2 Summer 1991

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TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Tallahassee Junior Museum: A Visitor Profile and Economic Impact Study of the "Back to the Dinosaurs" Exhibit.....4 Mark A. Bonn	
The Economic Impact of the Rhode Island Film Commission.....18 Timothy J. Tyrrell	
A Comparison of Wisconsin Community Tourism Attitude Surveys of Inland and Coastal Residents.....32 Leland L. Nicholis	
Verifying Assumptions: A Case Study of an Annual Event in Pennsylvania..46 Richard Gitelson	
Environmental Factors Affecting the Tourism Industry as Determined by Content Analysis.....70 L. Taylor Damonte and Kye-Sunag Chon	

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# *Introduction*

## INTRODUCTION

This is the second of two issues on marketing case studies. Dr. Mark Bonn is guest editor. This issue is on the "Administrative Functions" and how to structure your operation using a service marketing/consumer approach. The focus is on service and then on administrative functions. The organizational development is from bottom to top.